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**DECLARATION FOR UTILITY OR
DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

☐

Declaration
Submitted
with Initial
Filing

OR

☒

Declaration
Submitted after Initial
Filing (surcharge
(37 CFR 1.16 (e))
required)

Attorney Docket Number

13376.0001 (B)

First Named Inventor

Kusumoto

COMPLETE IF KNOWN

Application Number

09/675,958

Filing Date

9/29/00

Group Art Unit

2161

Examiner Name

n/a

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**SYSTEM AND METHOD FOR CONSUMER-SELECTED ADVERTISING AND
BRANDING IN INTERACTIVE MEDIA**

(Title of the Invention)

the specification of which

☐

is attached hereto

OR

☒

was filed on (MM/DD/YYYY)

09/29/2000

as United States Application Number or PCT International

Application Number

09/675,958

and was amended on (MM/DD/YYYY)

(if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

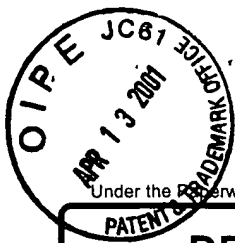
I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐

Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:



DECLARATION — Utility or Design Patent Application

Direct all correspondence to: ☐ Customer Number OR ☒ Correspondence address below
or Bar Code Label

Name Peter A. Sullivan

Address Hughes Hubbard & Reed LLP
One Battery Park Plaza

City New York State NY ZIP 10004-1482

Country USA Telephone (212) 837-6000 Fax (212) 422-4726

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name Laura Lee
(first and middle [if any])

Family Name Kusumoto
or Surname

Inventor's
Signature

Laura J. Kusumoto

Date 9-APR-01

Residence: City Brisbane State CA Country USA Citizenship USA

Mailing Address 162 Cliff Swallow Court

City Brisbane State CA ZIP 94005 Country USA

NAME OF SECOND INVENTOR: ☐ A petition has been filed for this unsigned inventor

Given Name Earl David
(first and middle [if any])

Family Name Sacerdoti
or Surname

Inventor's
Signature

Earl David Sacerdoti

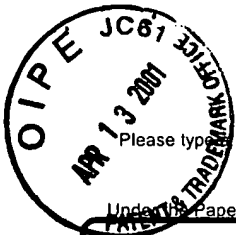
Date April 11, 2001

Residence: City Alamo State CA Country USA Citizenship USA

Mailing Address 115 Camille Court

City Alamo State CA ZIP 94507 Country USA

☒ Additional inventors are being named on the 1 supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.



Please type plus sign (+) inside this box →



PTO/SB/02A (11-00)

Approved for use through 10/31/2002. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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DECLARATION

ADDITIONAL INVENTOR(S)
Supplemental Sheet
Page 1 of 1

Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Leila Janine		Sigler	
Inventor's Signature <i>Leila Janine Sigler</i>		Date <i>4/11/01</i>	
Residence: City	Los Altos	State	CA
Country	USA	Citizenship	USA
Mailing Address 15 N. Gordon			
Mailing Address			
City	Los Altos	State	CA
ZIP	94024	Country	USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Sonya Lee		Sigler	
Inventor's Signature <i>Sonya Lee</i>		Date <i>4/9/01</i>	
Residence: City	San Carlos	State	CA
Country	USA	Citizenship	USA
Mailing Address 253 Highland Avenue			
Mailing Address			
City	San Carlos	State	CA
ZIP	94070	Country	USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle [if any])		Family Name or Surname	
Inventor's Signature		Date	
Residence: City		State	
Country		Citizenship	
Mailing Address			
Mailing Address			
City		State	
ZIP		Country	

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